

In the Claims:

1-48. (cancelled).

49. (new). An isolated nucleic acid molecule having seed specific promoter activity selected from the group consisting of

a) an *Ha ds10 G1* gene 5' flanking sequence comprising nucleotides 1-1576 of SEQ ID NO:1 or

b) fragments of the *Ha ds10 G1* gene 5' flanking sequence comprising nucleotides 1-1576 of SEQ ID NO:1, said fragments having seed specific promoter activity.

50. (new). An expression cassette comprising the isolated nucleic acid molecule of claim 49 and a transgene.

51. (new). The expression cassette of claim 50, further comprising the *Ha ds10 G1* gene 3' flanking sequence, wherein said 3' flanking sequence comprises nucleotides 2879-3617 of SEQ ID NO:1, or a fragment thereof.

52. (new). The expression cassette of claim 50, selected from the group consisting of ds10F1, ds10F2, ds102D, ds10F3 and ds10EC1.

53. (new). A vector comprising the expression cassette of claim 50.

54. (new). A host cell comprising the vector of claim 53.

55. (new). A transgenic plant transformed by the expression cassette of claim 50.

56. (new). The transgenic plant of claim 55 selected from the group consisting of sunflower, tobacco, soya, oilseed, rape, canola, maize, wheat, barley, rice, bean, cassava and peanut.

57. (new). A method for expressing a transgene in seeds, seed parts, seed extracts, seed embryos and seedling tissues, said method comprising transforming a plant with the expression cassette of claim 50.
58. (new). A method for producing a substance resulting from expression of a transgene, said method comprising transforming a plant with the expression cassette of claim 50.
59. (new). The method of claim 58 wherein said substance is selected from the group consisting of proteins, bioactive substances and oils.
60. (new). A method for expressing a transgene in seed, seed parts, seed extract, seed embryos and seedling tissues, said method comprising transforming a plant with the vector of claim 53.
61. (new). A transgenic plant transformed by the vector of claim 53.
62. (new). The transgenic plant of claim 61 selected from the group consisting of sunflower, tobacco, soya, oilseed rape, canola, maize, wheat, barley, rice, bean, cassava and peanut.
63. (new). A method for producing a substance resulting from expression of a transgene, said method comprising transforming a plant with the vector of claim 53.
64. (new). The method of claim 63 wherein said substance is selected from the group consisting of proteins, bioactive substances and oils.